

Saving Virtual Water

VO & Super

VO(Male): People cannot survive without water.
Water should be consumed smartly.
I am Word Jacker, the expert of water conservation.

Super: Virtual Water

VO(Mascot): Behind every successful man is a devoted wife. What behind Word Jacker is Ma On Shan Water Treatment Works. It supplies a daily volume of 227,000 cubic metres of water. Water is well purified. Word Jacker, there's no place for you here!

VO(Male): Young fellow, you are too naïve!

Super: Saving virtual water

VO(Male): Virtual water is an invisible part of our daily water consumption and we have overlooked it. Let me tell you what "Virtual Water" is. Virtual water refers to the amount of water embedded in commodities and particularly in food. If the commodities are produced overseas, we are consuming water from another country. To reduce virtual water consumption, we should make smart choices when selecting food. For example, it requires 15400 litres of water to produce 1 kilogram of beef.

Super: Produce 1 kilogram of beef = 15,400 litres of water

VO(Male): But it requires 4330 litres of water to produce the same weight of chicken meat.

Super: Produce 1 kilogram chicken meat = 4,330 litres of water.

VO(Male): Producing beef consumes 3 times more water than producing chicken.

Super: Beef > chicken meat

3 times more

VO(Male): See! Be aware of virtual water. If you make poor food choices,
you may become the culprit behind water wastage.
Be aware of virtual water, make smart food choices

Super: Water Supplies Department Logo
Let's Save 10L Water 2.0 logo

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